

**Bay Area Chamber of Commerce  
Board of Directors  
July 11, 2007 at 7a.m.  
Red Lion**

Board members present: Jenny Bream, Brian Bream Screw Machines; Ken Croes, KCBY-TV; Dick Leshley, Yellow Cab; Sam Roth, Century 21 Best Realty; Chris Christoffer, Sterling Bank; Matt LeDoux, Fishermen's Wharf; Sherry Yarbrough, Umpqua Bank; Johanna Dillard, Coastal Paper and Supply; Joanie Johnson, Sincerely Yours Antique Mall; Renee Middleton, US Bank; Mark Mattecheck, North Bend Lands; Lucinda DiNovo, The Mill Casino; Jim Hough, Hough, MacAdam & Wartnick; Brandy Thompson, Cardinal Services; Ron Opitz, South Coast Development Council; Martin Callery, Oregon International Port of Coos Bay; Chuck Freeman, City of Coos Bay; Eric Farm, Menasha  
Others present: Deryl Beebe, Ambassadors, Timm Slater, Executive Director; Pam Cottrell, Bay Area Chamber of Commerce;

President Jenny Bream called the meeting to order. Introductions were made around the table. May minutes were approved and seconded.

**Presidents Report** - Jenny welcomed everyone and thanked them for coming. She welcomed and introduced new board member Chuck Freeman, City of Coos Bay. Attention will be on keeping the meeting on time. There has been time scheduled at the end of the meeting, "Around the Water Cooler" for those who have issues they would like to discuss after the meeting has been adjourned.

**Executive Director**- Timm opened the meeting with

A. Area Updates, those items that were Front Page news, then you wonder "What happened with....". Timm asked Martin to update the board with what is happening with LNG. Martin reported that application delayed until September. Both parties will meet on September 4<sup>th</sup>. Pacific Connector requested that reports be redone to include more information. Once the application is filed, there is a 10 month turn around, which will be more like 12 – 14 months. We are looking at a December 2008 approval on both projects. With respect to the channel deepening project and containerized cargo, in the Legislature, Bill 21 disappeared. Senate House Bill 5036, a lottery backed project was voted on and passed. The governor will sign the bill in August. The Connect Oregon Bill is moving along. A proposal was made that will cost dollars up front, will save time and the dollars will be repaid at the end of the project. Timm updated the board on information concerning ODOT and Coos County Road Department trading East Bay Drive and Cape Arago Highway maintenance. Some of the discussion points include engineering and design of an overlay and possible widening of Cape Arago, culver maintenance, future slide repair (including engineering), the slide repair of East Bay Drive and the possibility of the county getting some used equipment from ODOT. There are also different offers of cash payments – but no firm dollar amounts. Dick asked what the update was on Home Depot and CEDCO. Lucinda reported that CEDCO representatives were in Washington DC negotiating. Report will be made once a decision has been reached.

B. New Director proposal, Cal Grimmer will be leaving the board. Cal is returning to Portland and the position with NW Natural that he left to move to Coos Bay. This leaves a Director position to fill. Timm, presented a recommendation from the Executive Board to elect Eric Farm as director to replace Tom Jackman. That action was approved by the board. Welcome Eric!

C. The Executive Board met and discussed continuing Business After Hours (BAH) through the summer as they become available. It was agreed that BAH are valued by our Chamber members. Mike Gaudette will be hosting the next BAH on July 25<sup>th</sup> to showcase his housing project on Kentucky Ave. More information will follow. Independent Business Operator (IBO) luncheons were constructed to showcase speakers and allow Chamber members to introduce themselves and their businesses. It is a great opportunity for business people to network. The Executive Board met and decided that a Steering committee to plan and coordinate the luncheons would increase their effectiveness. We are looking for board members who would like to be on this committee. .

D. A nomination committee of two board members and one member at large is needed to elect members for six open Director positions on the board. Joanie Johnson said she would like to sit on the nomination committee. Bonnie Barron, Johanna Dillard, Dick Leshley and Renee Middleton have served their terms and will be leaving the board. Joy McCarthy and Matt LeDoux are eligible to be re-nominated.

E. Timm has completed 18 of the 20 "Director Chats" he has scheduled to meet with each Director and find out their views and thoughts on where they would like to see the Chamber go. A report will be compiled and shared once the "chats" are completed.

Last item to share, you each have received a copy of the new area map. This map is being sold to the public for \$1.00. Chamber members may purchase the map for \$.50. The maps are being sold at the Visitor Centers.

**Treasurer's Report-** Sherry reported that the Chamber has money in the amount of \$ 161, 631.90. Largely due to New Membership income of \$2200 in May, a total of \$11,588 year to date. Kudos to the Chamber Staff.

**Ambassadors** - Deryl reported that the Ambassadors will meet this Friday at Puerto Vallarta Restaurant. Efforts are focused on getting ready to attend the Ambassador Convention in Eugene, September 20<sup>th</sup> -23rd. The Ambassadors will be hosting a hospitality booth at the convention and will be putting on another skit. They will be asking local businesses to donate items for the hospitality room and for the baskets. These baskets will show case our area and encourage people to visit our area. We continue fund raisers to raise money for 2008 convention that will be held in Coos Bay. This convention will bring more than 250 people to our area. Sweatshirts are on sale at both Coos Bay and North Bend Visitor Centers. A flyer will be mailed asking for sponsors to donate money to offset the cost of speakers and entertainment. The cost of registration will cover food cost.

**Tourism** - Joanie reports that Oregon Adventure Coast web site is scheduled to be up and running in two months. The Coos Art Museum has a new director Stephen Rooks.

**CB/NB Tourism and Conventions Bureau-** Mark reports that the new web site is 2 -3 weeks from release. Advertising agency was hired to develop web page and help with advertising. They looked at our budget of \$200,000. The Advertising plan that has been approved for 07/08 includes \$100k to regional publications for print advertising. \$50k towards web based advertising; \$20-30k towards regional newspapers for local events; \$30k for vertical print markets. New funding guidelines, we are moving away from cash donations for area organizers, we will instead be offering to handle out of area advertising for these groups. Efforts will be made for better discounted rates through leveraging agency contacts. We will control our look and brand. We will be able to offer the services of an ad agency to smaller groups who would not normally have the funds to hire an agency. We can save money by grouping area events together. The web page will be set up to help track the advertising. Pictures are being taken of the area to be added to the web site. The web site will link to locate businesses. Businesses will want to be sure that their sites are up and running to best use this link. The committee is currently working on grant applications through Travel Oregon. We are currently working with the Prefontaine Committee, applying for grant money to mark the Prefontaine Run. Prefontaine is the # 1 hit on the web. We are also applying for grant money for television production in order to produce video. The advertising agency hired is from Wilsonville, ECHO Design. The committee looked at 15 proposals. ECHO and a local company, Beaverhill Productions were 2 of the top three. Beaverhill was our first choice. They pulled out, stating that the job was more than they were equipped to handle. Beaverhill will be involved with many other aspects as the web site is developed. The committee will be voting Thursday on the Ambassadors funding request. City of Coos Bay is looking at increasing their room tax percentage. Room tax is now 7%.

**Forestry & Fisheries-** Timm reported that the Lumberjack Competition was held at The Mill Casino June 30<sup>th</sup> and was a success. Douglas Timber Operators sponsors the competition and collects \$13000 for the event. There were 50 competitors from Oregon, Washington, Utah and as far away as Australia. Brandon Sirguy was hired to set up the event. The set up and weather were beautiful. The event was well received, over 700 attendees. Suggestion was made to broadcast the event on ESPN in the future. The broadcast could be a great focus on our area.

**City of Coos Bay-** Chuck Freeman reports he is getting settled in his new position as City manager. He has been walking around town and meeting with local businesses. He is looking forward to government helping business.

**Charleston** - Martin reminds everyone that the Seafood Festival is the 3<sup>rd</sup> weekend in August. Floyd King is the new Harbor Master and has been on the job for one week. Floyd has a strong background. The marina is busy as Tuna and Halibut are end. Tuna is early this year.

**Port of Coos Bay** – Martin reports the Association of Pacific Ports will be going to DC asking for federal funds. Issues are being taken to lobbyist. He will keep the board updated. There are many points on timeline to be met.

**South Coast Development Council-** Ron reports that the council has been very busy working on a new DVD to be distributed with new and updated information on projects. Due to the Waterfront development that is planned, it has been decided to discontinue the Flags and Flowers committee that was instrumental in beautifying the waterfront. This left \$1500 in the fund to be distributed. This money was split and donated to Coos Bay Art Museum for a new awning and Save our Pool project. Southern Oregon Regional Economic Development Inc. (SOREDI) is mailing 1500 postcards to California businesses to promote South West Oregon Economic Development. The leads will be split with SCDC. SCDC has formulated a Political Action Committee, to assist our area in its quest for effective economic recovery and advancement of Maritime Industry. Our Lobbyist is Peter Freidman.

**Coos Bay Downtown Association-** Joanie reported Downtown Association in conjunction with the City of Coos Bay are hosting an Open House at the Black Market Gourmet to Explore the Concepts of Downtown Revitalization. Buffalo Bill's Steak House is opening where Euro International was downtown. The Dunes gift shop was bought by Barb Bennett. Barb has done a wonderful job of adding her own touches. Joanie would like to see TruNorth involved with the Chamber.

**North Bend Downtown Association-** Johanna reports that North Bend Hotel has received funding to renovate. The Hotel is fully occupied. There are plans to enlarge the living spaces and add two suites to the top floor that will have a Bay View. Road work being done on the 101 corridor to open things up. Oregon Coast Music School has new owners and over 80 students. Marcie's is a new Mexican restaurant opened in the old Tai's Dynasty, Hwy 101 location. July Jubilee is the 3<sup>rd</sup> week-end of July. The City is in the process of being spruced up for the Jubilee. The traffic lights at the McPherson and Virginia intersection are being worked on.

Timm's closing thought: "If you see something that needs to be done, "Bury the Cat".

Meeting was adjourned.